



DEPARTMENT OF COMMUNICATION ARTS

April 29, 2008

Marlene H. Dorch
Secretary
Federal Communication Commission
445 12th Street W.S., TW-A325
Re: MB docket No 04-223

Dear Ms. Dorch:

I am a retired television and radio news executive who has spent the past 18 years as a member of the faculty at Wartburg college in Waverly, Iowa in the field of Communication Arts. I am painfully aware of the deterioration of service to the local community which has occurred at many radio and television stations across the country over the past two decades. However that has not been the case at the television station which serves this institution. KWWL-TV, Channel-7 in Waterloo, Iowa, under both its present and original ownership has provided excellent public interest service to communities and institutions in the Northeast Iowa geographic region which it serves. Therefore I believe it behooves the Commission to be extremely cautious in considering a remedy which imposes new regulations on stations which have a good record of local public service as well as those who do not and in the process poses grave risk to freedom of the electronic press under the first amendment.

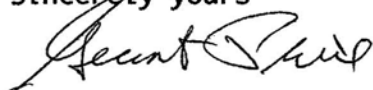
In it's deliberations concerning the proposals it has before it the Commission should take a careful look at the public interest record of stations such as KWWL-TV. In addition to a strong News Department at Waterloo, Iowa, its city of license, the station also operates fully-staffed news bureaus in Cedar Rapids and Dubuque, the other two major cities in its ADI. That enables it to provide comprehensive news coverage to the entire northeast Iowa region which it serves.

The station also regularly airs programming to help publicize events supporting the mission of institutions and community organizations in its service area. For example last November Channel seven broadcast in prime time a one-hour documentary produced by Wartburg College relating the history and mission of the McElroy Trust a private Foundation in Waterloo which has distributed millions of dollars to youth-related organizations throughout the area. Another example of how the station supports our mission of educating students in the academic field of

communications is by providing internships in the Channel Seven news department which enable our students to augment their academic training with practical experience in a work environment. In a broader context Wartburg benefits from consistent coverage of important activities and events at the college by Channel-seven on an on-going basis.

I strongly urge the Commission to look very carefully at the public interest performance of the many stations such as KWWL-TV which have done a good job of serving local constituencies as it attempts to rectify the poor performance of others by imposing regulations which may threaten the first amendment guarantee of press freedom.

Sincerely yours

A handwritten signature in cursive script, appearing to read "Grant Price".

Grant Price

Professor emeritus, Communication Arts